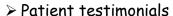


Pitch your story...social media (Facebook, LinkedIn, MySpace, YouTube)



- ➤ Plan an open house
- > Public event display
- > Memorial services
- > Crew Member recognition
- > Promote EMS with your local media

Types of activities to promote:



- > Post action shots or video of activities, drills, events
- > Post response data in monthly and quarterly numbers
- > Ride along programs
- > Radio testimonials
- Praise credit earned (cardiac saves, length of service awards, new equipment, and completion of special training)



Promote EMS in your Community

Nebraska EMS Program (includes **Public Service Announcements**)

<u>dhhs.ne.gov/publichealth/nebraskaems/Pages/PromoteEMS.aspx</u>

American College of Emergency Physicians

http://www.acep.org/emsweek/